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FM AMEMBASSY LJUBLJANA  
TO RUEHC/SECSTATE WASHDC 7379  
INFO RUCPDO/DEPT OF COMMERCE WASHDC  
RUEHBW/AMEMBASSY BELGRADE 0010

UNCLAS LJUBLJANA 000195

C O R R E C T E D C O P Y - BELGRADE ADDEE ADDED

SIPDIS

EEB/CBA - DENNIS A. WINSTEAD  
BELGRADE - CAMERON WERKER

E.O. 12958: N/A  
TAGS: [ABUD](#) [AFIN](#) [BEXP](#) [ECON](#) [EINV](#) [ETRD](#) [BTIO](#) [SI](#) [SR](#)  
SUBJECT: SLOVENIA FY 2009 BFIF PROGRAM END OF FISCAL YEAR

REF: A. SECSTATE 71530  
[1](#)B. SECSTATE 34513

[1](#)1. Per reftel A, Embassy Ljubljana is reporting BFIF spending to date for Fiscal 2009. Post spent 706.64 of BFIF funds to send two employees to Zagreb for a regional training and strategic planning program. Pol/Econ Officer and Economic Specialist LES went to Zagreb for three days in October, during which they came up with the idea for, and developed the contacts to execute an educational program about American franchising in Slovenia. The two employees also developed an essential understanding of the new Partner Post process.

[1](#)2. BFIF funds also supported the actual franchising show which occurred in the Slovenian Chamber of Commerce on March 4, 2009. BFIF sent \$1430 directly to CS Belgrade at Ljubljana's request to reimburse travel, transportation and per diem for two Department of Commerce employees who came from Serbia to Slovenia to present at the show on how to open an American franchise. However, this money did not come through Post (reftel B) and is not reflected in Ljubljana's financial accounting. The franchising show covered the basics of establishing a franchise and cleared up franchising myths. The twenty-five participants were engaged and interested in the topic and Post hopes to host a second conference to follow up with participants and delve deeper into the topic of franchising.  
FREDEN